

Title (en)

OFFERING ITEMS IDENTIFIED IN A MEDIA STREAM

Title (de)

ANBIETEN VON IN EINEM MEDIENSTREAM IDENTIFIZIERTER ARTIKEL

Title (fr)

OFFRE D'ARTICLES IDENTIFIÉS DANS UN FLUX MULTIMÉDIA

Publication

**EP 2521997 A4 20130807 (EN)**

Application

**EP 10842750 A 20101223**

Priority

- US 68373710 A 20100107
- US 2010061984 W 20101223

Abstract (en)

[origin: US2011167456A1] Disclosed herein are techniques to enable users to purchase or receive information regarding items identified in a stream output by a content output device, regardless of whether the users are previously associated with the content output device or a device that monitors the stream. With these techniques, for instance, a user watching a video stream displayed on a television may see an advertisement for an item offered for purchase. In response, the user may choose to initiate a purchase of the item from an item offering service, to add the item to a shopping cart of the user at the item offering service, or to receive information regarding the item from the item offering service.

IPC 8 full level

**G06Q 30/00** (2012.01)

CPC (source: EP KR US)

**G06Q 30/02** (2013.01 - EP KR US); **G06Q 30/06** (2013.01 - EP KR US); **H04N 21/2543** (2013.01 - KR US); **H04N 21/47815** (2013.01 - EP KR US); **H04N 21/812** (2013.01 - EP KR US)

Citation (search report)

No further relevant documents disclosed

Citation (examination)

- EP 0672993 A2 19950920 - NOVAK JEFFREY M [US]
- US 2009172751 A1 20090702 - ALDREY RAUL [US], et al
- See also references of WO 2011084840A1

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

DOCDB simple family (publication)

**US 2011167456 A1 20110707**; **US 8627379 B2 20140107**; CA 2786587 A1 20110714; CA 2786587 C 20190917; CN 102844781 A 20121226; CN 102844781 B 20160629; EP 2521997 A1 20121114; EP 2521997 A4 20130807; JP 2013516902 A 20130513; JP 2016171584 A 20160923; JP 5932665 B2 20160608; JP 6525920 B2 20190605; KR 101763971 B1 20170814; KR 20120124436 A 20121113; US 10219015 B2 20190226; US 2014109118 A1 20140417; WO 2011084840 A1 20110714

DOCDB simple family (application)

**US 68373710 A 20100107**; CA 2786587 A 20101223; CN 201080065280 A 20101223; EP 10842750 A 20101223; JP 2012548037 A 20101223; JP 2016091672 A 20160428; KR 20127020605 A 20101223; US 2010061984 W 20101223; US 201314098241 A 20131205